

Danube Transnational Programme

Programme co-funded by the European Union funds (ERDF, IPA)



COMMUNICATION PLAN

PROJECT CHESTNUT | CompreHensive
Elaboration of STrategic plaNs for
sustainable Urban Transport

A stream of cooperation

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1. About the Communication Plan

Welcome. This is project CHESTNUT's Communication Plan. It is a tool that will help us standardize our communication efforts, coordinate them more effectively and achieve our project's goals. It will define staff, time and resources needed and how to use them to reach our target audiences, communicate with them and increase their knowledge about the project objectives, stimulate the change in their attitudes, and influence the way they think and act when urban mobility comes to their mind.

The goal of the Communication plan is to make communication activities essential part of the project, and not have them considered a secondary task, because the successful communication contributes to the general success of the project as much as every other activity within the project lifecycle.

Each project partner will appoint Communication Manager who will use this Communication Plan as a reference for all communication actions planned by the project.

Communication plan will define

- Project communication main goals and objectives
- Target groups and ways to continuously reach and engage them
- Main messages
- Communication tools and methods
- Time frame
- Evaluation measures
- Budget
- Follow up activities
- Success indicators.

This Communication Plan will not deal with internal project communication. Steering committee will be in charge of that activity and it will be a part of ongoing project management activities.

2. Introduction to Project CHESTNUT

Urban areas along Danube region are facing similar internal mobility problems which are affecting cities and their surroundings. Intense daily commuting as well as numerous short car urban trips are causing traffic congestion, noise and air pollution, increased CO2 emissions and traffic accidents.

Project CHESTNUT will face these issues, all affecting coastal, inland and border urban areas involved in the project, by development of a joint methodology to depict mobility scenarios, drafting Sustainable Urban Mobility Plans (SUMP) at FUA level (to support new policy making with a special focus on PEOPLE), implementing 12 joint pilot actions involving sub-groups of project partners.

The expected change that CHESTNUT intends to bring concerns both an enhancement of regional/local authorities' capacity in sustainable inter-modal mobility planning at super-communal level (FUA) and promotion of urban mobility models less dependent on car.

PROJECT OBJECTIVES

The project main objective is to contribute to reduction of private motorized traffic by 2-3% within the next 5 years by helping development of better connected and interoperable environmentally friendly transport solutions based on integration of more sustainable means, like public transport, cycling, walking, and electrical vehicles.

That change will be pursued through the following specific objectives:

1) HARMONIZED MOBILITY SCENARIOS

Enabling policy-makers and key-stakeholders to better understand current state and the future trends, by depicting mobility scenarios based on a common framework and template prepared at transnational level;

2) MOBILITY PLANNING FOCUSED ON PEOPLE - NOT ROADS

Advancing planning and coordination capacity of regional/local authorities by linking current local fragmented actions to a mid-long-term vision and transnational networking dimension, via drafting Sustainable Urban Mobility Plans at Functional Urban Area level, outlined on the basis of a common transnational approach and innovative Guidelines on SUMP) issued by the European Commission (mobility planning focused on people instead of roads);

3) JOINT MOBILITY PILOT ACTIONS

Improving urban mobility by implementing demonstrative and reproducible joint pilot actions in the PP areas (consistent with SUMP above) focused on Public Transport integrated with other soft means (cycling, walking, e-vehicles) as well as safe roads. Pilot projects impact on travel behavior and urban traffic trends will be compared at transnational level and should lay down basis for wider investments, to be funded by European Structural and Investment Funds and national/regional financial schemes.

3. Project Communications

Main Goal and Objectives

This Communication Plan defines main communication objectives which will help us achieve the change the project aims to bring about in the Programme area. Our communication activities will support achieving a change in at least one of the following characteristics of the target groups:

- Knowledge: we will teach them about sustainable urban mobility, innovative approaches, trends and models of sustainable traffic
- Attitudes: we will try to stimulate target groups to accept the need for better approach in urban mobility planning, show them good practice examples and make them realize that urban mobility doesn't have to rely upon a car, that there are plenty other, more sustainable options
- Practice: by making target groups a part of the project activities we will influence their actions, making them test alternative means of urban transport or at least offer them alternative possibilities, and have them realize that they too can contribute to more sustainable mobility goal by using such transportation options

Our main communication goal will follow the project's specific objectives and by reaching it we will help project be one step closer in reaching its specific objectives. Our main communication goal is to raise awareness among target groups about the importance of sustainable mobility in urban areas.

Following table shows primary and secondary target groups, characteristics we will strive to influence during the project implementation, key objectives for each target group, basic key messages (which will be further defined in later chapter) aligned with target groups' interests to command their attention.

	Characteristic to change through project communications	Communication Objectives	Key Messages	Potential Communication Channels/ Tools
Primary target groups				
Policy makers and key stakeholders	Increase knowledge Change attitude	Inform about current state and future trends of mobility Raise awareness for need to plan and coordinate transnational strategy and SUMP Informing about the project achievements	Transport is responsible for ¼ CO2 emission, low air quality, congestion, noise, accidents, misuse of public space. Sustainable transport helps in solving many urban traffic caused problems Urban areas should increase capacities for strategic approach to urban transport	Direct communication (e-mail, skype, personal and group meetings) Newsletters Social Media mentions Study visits Meetings Project Website
Private car owners	Increase knowledge	Inform about current state and future trends of mobility	Use alternative transportation options for shorter distances	Billboards/posters by the road Ads on gas stations Radio stations ads
Tourists	Practice	Improving urban mobility by implementing joint pilot actions	Test alternative transportation options while on holidays	Leaflets Posters Dissemination events
Secondary target groups				
Environmental NGOs /other related NGOs	Practice	Improving urban mobility by implementing joint pilot actions Informing about the project achievements	Help the environment and join us in promotion of sustainable transport	Leaflets Posters Social Media mentions Project website Dissemination events
General Public	Increase knowledge Practice	Inform about current state and future trends of mobility Improving urban mobility by implementing joint pilot actions Informing about the project achievements	Choose sustainable transport - whenever you can. You can help in making your region a better place to live European union is funding projects that increase quality of living	Leaflets Posters Social media Project Website Dissemination events

4. Project Visual Identity

Visual identity of the project will make sure all communication activities and tools are visually aligned. By following visual identity guidelines we will achieve better recognition and add brand value to our project's visibility.

According to Danube Transnational Programme visual identity guidelines, project Chestnut will share the programme's brand by just adding the project acronym below in the colours of the priority the project belongs to.

The logo of the project plays a role of utmost significance in creating brand association regarding visual communication and should not be recreated in any circumstance.

The project logo must be always included in all communication materials produced both at programme and project level. It must be placed in a central and visible top position of the material (in the first/main page) and it can never be smaller than any other logo included in the same material.

Advice of the Joint Secretariat is **not to include other (project partner's) logotypes** along with the main Interreg logotype on any produced material. Nevertheless, partner logos **can** be included, but project partners must respect the EU flag size rule (Annex of the DTP Visual identity guidelines).

Project logotype



1. Logotype specification

The elements of the logo represent a unit which is defined as invariable. They must not be shown separately. The composition of the logo elements follows specific rules and must not be changed.

The project logo in all versions and formats will be available for download to public and every member of the project team in the Library section of the project's Interreg-danube.org website (Relevant documents/Documents for project implementation).

Basic unit

The basic unit used for the definition of the logo composition is the width of the letter "e". This measure is used to define the space between the elements as well as the clear space around the logo.

European flag

The space between the logotype and the European flag equals two thirds of the basic unit. The height of the flag is the same as the letter "l".

European Union reference

The European Union reference is aligned with the descender of the letter "g". It is always exactly as wide as the European flag. Following the regulation, the European Union reference is set in Arial.

Clear space area

A clear space of at least one basic unit in height and width must remain around the logo. Within this area no other graphic elements or logos must be placed. Likewise, this zone has to be observed for the positioning distance to the page margins. This clear space area shown opposite is the minimum clear space – it is recommended to increase this space wherever possible.

Project acronym

For the project acronym also the typeface Montserrat was chosen as it is visually similar to the Interreg logo. The project name is written below the programme name in Montserrat Regular, at a cap height that is the same as of the programme name with a letter spacing of -20. The distance from the baseline of the programme name to the cap height of the project name is 1/2 of the basic unit. The colour has to match the colour of the project's main thematic priority.



Project logotype construction and specifications

2. Logo usage and sizes

Standard logo / Full colour version

The standard logo is the full colour version. This version should be used whenever possible. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background.

Greyscale logo / Black and white logo / 1-colour logo

For single colour reproductions, a greyscale / black and white / 1-colour (reflex blue) logo version of the logo should be used. These versions should only be used whenever full colour is not available. These versions are recommended when applied through serigraphy and engraving procedures or/and on restrictive surfaces of certain materials - fax, stickers - whenever the full-color version of the logo cannot be applied.

Negative logo

This version of the logo should be used whenever we are using reflex blue background.

Logotype - different color options

Standard logo



Greyscale logo



Black and white logo



1-colour logo



Negative logo



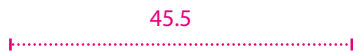
Logo sizes

The minimum usable size of the Interreg logo is 38,1 mm. From this data we get the minimum usable DTP logo size as 45,5 mm. In special cases (for the production of small items such as pens and pen-drives etc.), when there is no larger space for placing the logo, an exceptional use is allowed and accepted.








For those cases, if the mention ‘European Union’ under the EU flag is not visible, this text can be omitted, but the EU flag cannot be left out in any circumstances. Otherwise, if it is visible according to the used material and the quality of the printing, it should be included. Some logo versions are proposed which are exceptionally allowed to be used when small-sized logo for very small items apply.

**Project logotype
minimum sizes**

**Exceptions just for
small sizes**



Logo colours

							
Pantone	Reflex Blue	2716C	Yellow	109C	382C	Cool Gray 4C	3145C
CMYK	100/80/0/0	42/30/0/0	0/0/100/0	0/24/90/2	21/0/88/15	0/0/1/30	71/14/0/47
HEX	003399	FFCC00	9FAEE5	FBBF18FF	ABD91AFF	0/0/1/30	71/14/0/47
RGB	0/51/153	159/174/229	255/204/0	251/191/24	171/217/26	179/179/178	39/117/136
Priority				Innovative and socially responsible Danube region	Environment and culture responsible Danube region	Better connected and energy responsible Danube region	Well-governed Danube region

4. Symbol

The symbol in the programme logo represents splashes in the water, thus being clearly linked to the Danube river. This symbol shows how different projects from different countries can create something together putting their individual know-how into a common goal and how the impact of their results can be multiplied and linked to other project results.

5. Symbol usage and colors

Standard symbol / Full colour version

The standard symbol is the full colour version. This version should be used whenever possible. It is rarely used without the logo. Contrary to the full colour logo version, the full colour symbol can be used on both white and reflex blue backgrounds

Greyscale symbol

The greyscale symbol version is used when we want to reach a watermark effect. This is used partly on printed materials and on internal documents. It is always used on white background.

Negative symbol

This version of the symbol should be used whenever we are using reflex blue background.

Programme symbol versions

Standard appearance



Greyscale versions
Pantone Cool Gray 4 C 30 %



Negative appearance
white 20 %



6. Typography

For programme and project logos (programme and project name) and three reference “Programme co-funded by the European Union” the typeface Montserrat was chosen as it is visually similar to the Interreg logo. The font can be downloaded at the following address: <http://www.fontsquirrel.com/fonts/montserrat>.

Montserrat bold should be used for project acronyms, and Regular for the rest. Exceptionally, Calibri or Segoe UI Bold can be used for the project acronym instead of Montserrat.

7. Application of the visual identity

Poster

Within six months after the approval of the project, each project partner has to place at least one poster with information about the project (minimum size A3), including the financial support from the EU (quantities received from each fund: ERDF, IPA), at a location visible to the public, such as the entrance area of a building. The poster needs to stay visible for the whole duration of the project. Partner in charge of communication will create and distribute posters to all implementing partners.



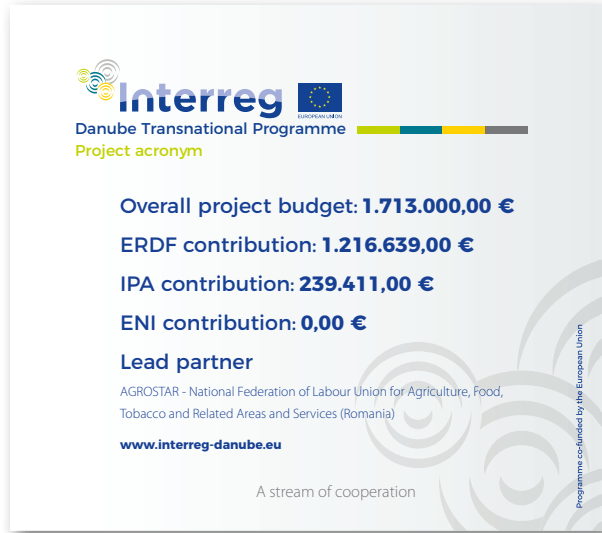
Stickers

In case of equipment purchasing, stickers will be used in a visible place; the stickers will contain the following mandatory information:

- the Programme’s logo and website address,
- the European Union’s logo and the reference European Union,
- the budget of the project,
- the name of the project.

A sticker should be placed on every piece of equipment. Recommended dimensions: minimum 1/16 of the most visible surface of the equipment. For rain or sunshine protection, a PVC sticker with UV polishing is recommended.

Sticker



Social media profile images

Project will be featured on the following social networks: Facebook, Twitter, YouTube. Profile images will be created for each of the networks to achieve the visual consistency and increase recognition among target audiences.

Facebook header image

Square image with 170x170 pixels on the page on computers, 128x128 pixels on smartphones and 36x36 pixels on most feature phones. Because the profile image displays in such small dimensions, any text would be rendered unreadable, so the programme symbol will be used as a profile image.



Facebook header image

Cover image is JPG file that's 851 pixels wide, 315 pixels tall.



Facebook header image

Square image of 400x400px. Because the profile image displays in such small dimensions, any text would be rendered unreadable, so the programme symbol will be used as a profile image.



Twitter header image

Twitter header image is 1500x500px in size, and contains relevant project information.



Facebook header image

YouTube uses Google profile image as its avatar image. It displays at small dimensions so the same image is used as for previous social networks.

**Channel image**

There are a lot of different platforms and devices that let users stream YouTube videos. That's why it is important that the channel image is optimised to suits each one. Image is prepared to fits TV display (2.560x1440px), and its central area takes up 1546x423px which is visible on desktop computers, tablets and smartphones.

**PowerPoint template**

Project partners will present the project to different stakeholders and they will use PowerPoint to visually illustrate speaking points. Project Chestnut's PowerPoint template file will be available for download in the Library section of the project's website and in the project Dropbox folder.

8. Fund metion

In all communication tools and activities, the reference to the funding by the European Union must be clearly indicated. EU funding to the project is granted from three different funds: European Regional Development Fund (ERDF), Instrument for Pre-Accession Assistance II (IPA II) and European Neighbourhood Instrument (ENI).

Considering this, the general reference "Project co-funded by the European Union funds (ERDF, IPA)" needs to be included in small size in all communication materials. Whenever possible (i.e. written documents), the specific funds should be mentioned. This reference to the European EU funding should be written in the typeface Montserrat. In the case of Word and PPT documents, Monserrat font can be substituted by Cambria

The colour of the text can be

- white
- reflex blue
- grey (CMYK 0.0.0.50)

As for the position, the fund mention must be placed on the left bottom of the page. In case the slogan is already placed there, it can be written under the name of the project or vertically on the right hand side of the layout.

5. Communication Tools and Methods

We will define the best channels to get to each target group. Having in mind the cost-effectiveness of each channel we will devise a strategy that will enable us make the biggest impact with the available resources.

Project website
www.interreg-danube.eu/chestnut

As a main online touchpoint project CHESTNUT will use its web site set up within the DTP website.

Joint Secretariat recommendation is to have new stories, documents, images and other project related content uploaded in a regular time periods, but at least some of them every two weeks. To achieve greater visibility project Chestnut communication team will aim at publishing new content even more frequently – every week.

Website content will reflect our project's goals and our target audience needs. When crafting a content for the website we should have in mind how our target audiences think and speak about the topic of our project, and base the structure of our content on that. This will benefit our search engine optimisation (SEO) efforts also, and position our project better on search engine on our targeted keywords which are:

- sustainable urban transport
- mobility planning
- multimodal transport system
- sustainable urban mobility plan
- functional urban area
- sustainable mobility
- e-bicycles
- e-scooters
- e-vehicles
- e-mobility
- cargo bikes
- biking scheme
- bike sharing system.

To attract more visitors and to serve as a relevant source of project topic related information, content should be communicated in a simple way, not using complicated words and phrases, it should be useful, up-to-date and factual, it should be consistent and regular.

Articles should cover following topics:

- Information about project goal and objectives
- Presentation of each partner organisation
- Presentation of previous successful projects related to this project or with a similar goals
- Featured articles covering good practice in Danube region linked to Project Chestnut goals and topics
- Interviews with stakeholders from all countries covered by the Project Chestnut
- Coverage of project related activities (project events, project plans...)
- Challenges faced by the local population and how the Project Chestnut will face them
- Useful research information related to the project topics

Voice and writing style

Communication should portray openness, warmth and friendliness that accompanies our organisations' accomplishments and drive, and spirit of Danube Transnational Programme. When writing content, keep in mind these personality: successful project manager with a strong sense for organisation and responsibility, but with an equally strong down-to-earth appearance, and a just right sense of humor. Have this in mind:

- Try to write in a conversational style: like you're telling a story to a friend, not issuing governmental press release.
- Try to use the active, rather than passive voice
- Think like the audiences to whom you're speaking
- Don't let pride come across as arrogance: when describing success, keep it honest and go easy on the superlatives
- Try to use as little as project management related lingo and acronyms as possible (like PCM, TBC, interim report...)
- You're writing for web, where people attention span is very low: don't write long paragraphs, break text into smaller, scannable chunks
- Try to come up with interesting headline

Transnational dissemination events will be organised around following joint actions:

1. MOV, MuDI, DCP9 and ZADRA will cooperate to realise common pilot actions on BIKE SHARING.
2. MoWeiz, DURA and PBN will cooperate to realise common pilot actions on ELECTRICAL MOBILITY.
3. RDC Koper, RDA Center and LIR will cooperate to realise common pilot actions to define FEASIBILITY STUDIES FOR MULTIMODAL TRANSPORT SYSTEMS.
4. MOOs and ZuM will cooperate to realise common pilot actions on INFRASTRUCTURES FOR SUSTAINABLE MOBILITY.
5. The results will be analysed and compared in a transnational workshop
6. All project results will be presented to wider public in a final dissemination event (transnational Final Conference).

DISSEMINATION EVENTS

Transnational

6 events (including final event)

Regional/local (2 per partner)

1. Kick off event
2. Final event

Newsletter
www.interreg-danube.eu/
chestnut

Three newsletters will be published and distributed to political/institutional communities dealing directly or indirectly with mobility issues

Newsletters will be issued in following months of the project implementation:

- month 8
- month 20
- month 28

A newsletter is a key tool to inform the relevant target audiences about the evolution of the project implemented in the framework of the Danube Transnational Programme.

The Newsletter will be mailed in electronic format and published on the website. Cover page of the newsletter will clearly identify the Programme. The upper banner of the newsletter will be constant.

The newsletter will use template for online newsletters for projects which is provided by the programme website to all Lead partner through their project webpages, and will feature the selection of best articles published on the project website in the previous period.

If you plan to use previously published materials, you should get the approval of the author before including the material in the newsletter, and give them credit in the publication. Know the source of the materials (texts, pictures, illustrations) you are using, obtain prior permission, and give credit, or don't use the material.

PROJECT FACEBOOK PROFILE
fb.com/projectchestnut

Facebook page name
Project Chestnut

FACEBOOK HANDLE
@projectchestnut

Content strategy

Project communications team will grow organic traffic by publishing and curating project topic related content on a regular basis and engaging target audiences in a meaningful conversation about the challenges they are facing when urban mobility is concerned, and how we can jointly overcome them.

To amplify the impact of the Chestnut project, besides content creation and curation, we will encourage target groups to share their experiences, insights, discoveries, photos and videos connected to project topics.

With that in mind we will use following hashtags:

#projectchestnut, #interregdanube, #sustainableurbantransport

Language

Posts should be published in English. Translation of the post to local language is appreciated, but it is not obligatory.

Tips for Facebook content management:

- subscribe to many accounts dealing with your project's issues or geographical area,

the more you follow, the more you are followed

- be active on the pages you subscribed to by linking, sharing and commenting posts
- encourage other colleagues from the organisation to join the conversation
- mention (and tag) people and pages and pages in your posts
- try to be active on a weekly basis
- always illustrate your post with media content
- use Facebook manager to schedule and manage posts
- try to respond to all messages, even the negative ones

Paid promotion = better reach, but don't underestimate power of organic reach.

Try to build trust. If they trust you, they'll come back and become not just the audience you are speaking to, but your partners and trusted allies in promotion of your cause.

Be aware of Facebook pros and cons:

Pros

- largest community on the internet
- several page administrators
- management of milestones on the timeline
- easy integration of links, pictures and videos

Cons

- mostly used for private communication
- it takes a long time to build a community of subscribers
- more time consuming than Twitter

Sample Facebook posts

(Name of the organisation) invites you to the (name of the event). Come and learn how to participate in creation of more sustainable urban traffic. #projectchestnut, #interregdanube, #sustainableurbantransport

Check out what (Name of the organisation) is doing to solve the traffic issues in (Name of the place) #projectchestnut, #interregdanube, #sustainableurbantransport
(insert photos with project activity and a short description of each photo)

Many thanks to you all for participating in (Name of the event). Together we will make (Name of the city) a better place to live and work. #projectchestnut, #interregdanube, #sustainableurbantransport (insert event photos)

We were excited to see so many of you interested in #sustainableurbantransport (insert event photos) #projectchestnut, #interregdanube

Did you know that #projectchestnut is expected to reduce private motorized traffic by 2-3% in 5 years #interregdanube, #sustainableurbantransport

PROJECT TWITTER PROFILE

twitter.com/Chestnut_EU

Profile name

Project CHESTNUT

Twitter handle

@Chestnut_EU

Content strategy

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With that in mind we will use following hashtags:

#projectchestnut, #interregdanube, #sustainableurbantransport

When published content could be of interest for the DTP community we should use handle @interreg_Danube.

Continuous, engaged coverage is key to a successful social media campaign.

Language

Tweets should be published in English. If there is enough space you can translate them to local language, but that is not the requirement.

Tips

- Include media content (pictures/video)
- Follow other accounts dealing with our project's issues
- Follow partner regions, policy-makers and local regional press accounts
- Encourage your colleagues to join the conversation and use Chestnut hashtags and @Chestnut_EU handle in their tweets

Be aware of Twitter pros and cons:

Pros

- most active community
- used by many professionals, policy-makers and journalists
- ideal to inform and get informed quickly
- building a community of followers is relatively fast

Cons

- very limited writing space, we have to be very synthetic
- no formatting options
- we have to tweet regularly to be interesting to our followers

Content strategy

Project communications team will grow organic traffic by publishing and curating project topic related videos on a regular basis and engaging target audiences in a meaningful conversation about the challenges they are facing when urban mobility is concerned, and how we can jointly overcome them.

PROJECT YOUTUBE CHANNEL
youtube.com/channel/UCnHUelox0n55soX5I08y-UDw

Each partner will provide a video content for Chestnut's YouTube channel. Ideally it will be a video content from previous successful projects, or short educational video clips explaining urban mobility, sustainable transport systems, good practice examples etc.

Although it is a difficult to moderate, we will leave the comments section open and in that way stimulate viewers to engage in conversation. After upload every video clip will be shared through other social media channels (Facebook, Twitter).

Tips

- embed videos located on YT on our website
- create playlists
- share the same videos on our social media channels through the video tools of these channels (they will get more views than if we share the YouTube link)

Be aware of the YouTube pros and cons:

Pros

- videos animate our project communication
- free (no limit) and high quality service
- comments are possible

Cons

- difficult to moderate

Within six months after the approval of the project, each project partner has to place at least one poster with information about the project (minimum size A3), including the financial support from the EU, at a location visible to the public, such as the entrance area of a building. The poster needs to stay visible for the whole time of the project duration.

PROJECT POSTER

Poster should be created by using the template provided by the Danube Transnational Programme.

Leaflets will be distributed to stakeholders and target audiences during project implementation phase, specially during public project events.

PROJECT LEAFLET

Leaflets will serve the purpose of building awareness of the project and its components among target audiences and user groups inside the region.

VIDEO We will record and publish a video documenting project activities, study visits and containing interviews with citizens testing new services set up within joint pilot activities. Video will be distributed and posted on YouTube, on DTP (Danube Programme) website, PPs websites, etc.

INDIVIDUAL PARTNERS WEBSITES Each partner is obliged to feature a basic project information on its web site, together with link to the project's DTP website and EU funding information.

Partners are encouraged to publish articles and images about project activities in regular intervals on their web sites, and collect statistics of visitors to those articles.

MEDIA APPEARANCES

Articles

Articles will be published in daily newspapers and specialized magazines and other media at national and regional level. A list of target media will be drafted with the contribution of each partner and will be used to promote project's results and best practices.

Radio/TV appearances

The participation in local TV/Radio shows and news or commercial on local TV and radio, also during programs related to urban transportation will be scheduled in each country in order to give the maximum visibility to the project's ongoing activities and preliminary results.

To break through the clutter and arouse the interest of the media for our project we will put an emphasis on storytelling as a technique to push our messages even further.

Storytelling is a technique suitable for all our communication activities

- website and social media
- public events
- social media
- traditional media
- personal meetings

Story is just the beginning, and everything that is considered communication - comes later. When crafting a message to media - start with a good story and then go on with the facts. If you tell a good story, the person who are you talking to will start asking questions.

Compared to other forms of communication, storytelling has a number of unique abilities. It can help capture your audiences' attention and build your mutual relationship. It connects with the decision-making areas in your audiences' brain and makes you and your project easier to remember. It can literally increase the value of your project or highlight your main idea by moving it to another context. Stories are contagious and spread by word of mouth. They let you be more original and stand out from other mes-

sages your audiences receive daily. And unlike a presentation, your audiences actually want you to tell them stories.

Press release

Before writing press release, ask yourself “do I have strong enough reason to write a press release?”. If the answer is yes, then consider following:

You can find sample press release in project Dropbox folder

- Choose a clear, short headline in which you clearly state what the reader is going to learn if he/she dives into the article.
- Identify your audience and choose the right style accordingly (serious or funny, specific or general). If the press release has to be sent to different targets, change your style/angle (and even the content) to make it useful.
- One catchy tip is to include a question in the opening line to get the reader's interest. For example: “Have you ever wondered how to commute in a more sustainable way? The Chestnut project solves the problem for you!”
- Remember that the project technicalities are often the least interesting thing for a journalist and he/she will not be impressed by explanations of budgets, ERDFs, long organisation names etc. They want to see where the local story is, what is the concrete benefit to people. The main message to get in is that this was brought to the people by the European Union funding in cooperation with other European countries.
- Use correct grammar and proofread for errors and typos before sending out the information.
- Add powerful high resolution photographs or drawings that depict your press release.
- Use the communication unit/s of your institution and your partner's institutions to disseminate the press release through their media databases. Involve the project's partners on it!
- Try to link the press release to a special moment of the project: e.g. invitation to a project event, production of one output.
- Inform the DTP JS about all the project appearances in media
- Make sure that the EU funding is mentioned in the article/news

Press conference

Press conference is an event where media outlets are called together to cover a newsworthy event. It is a cost-effective way of promoting a project, because successful events can be organized on a small budget, and the resulting news coverage is similar to free advertising.

You can find sample press conference invitation in project Dropbox folder

To be successful, the topic or event should be newsworthy or of significant interest to the general public so that media outlets are more likely to send reporters to cover it. For project Chestnut main press conference opportunity will be the events that will serve to launch sustainable traffic solutions (e-bikes, e-scooters, bike sharing...).

Before organising the conference

- select the proper venue, that can host all media people,
- select the presenter and one or two additional speakers relevant to the topic, and/or interesting to the media
- select the date and have in mind other events to avoid overlapping
- prepare media kits (press release, info about the project, contact information, promo goodies) to distribute to journalists at the conference
- be ready to give interview/short statement to TV crews before the conference (have a representative of the organisation ready)
- Brief all the presenters/speakers with important information about the project

Try not to exceed 15-20 minutes, and leave time for journalists' questions.

Promotional items

Each partner is free to design and produce promotional items suitable for distribution as promotional kits to stakeholders during the local dissemination events (e.g. bells for bicycles, bicycle reflectors, bicycle frame chain protectors, T-shirts etc.). If possible, items should feature project and programme visibility elements.

Example of the visibility application (your design doesn't have to look the same, but should feature visibility elements if possible).



Document Manager section within the CHESTNUT DTP website

Project CHESTNUT will use the Document manager section of the project webpage to share common files. All partners have been given the access to the site through an user name (e-mail addresses included in the section 'Partners').

Project Communication manager will be responsible to synchronise all the files between the sharing folders, so that any member of the communication or project team can access them at any time.

Project Dropbox folder

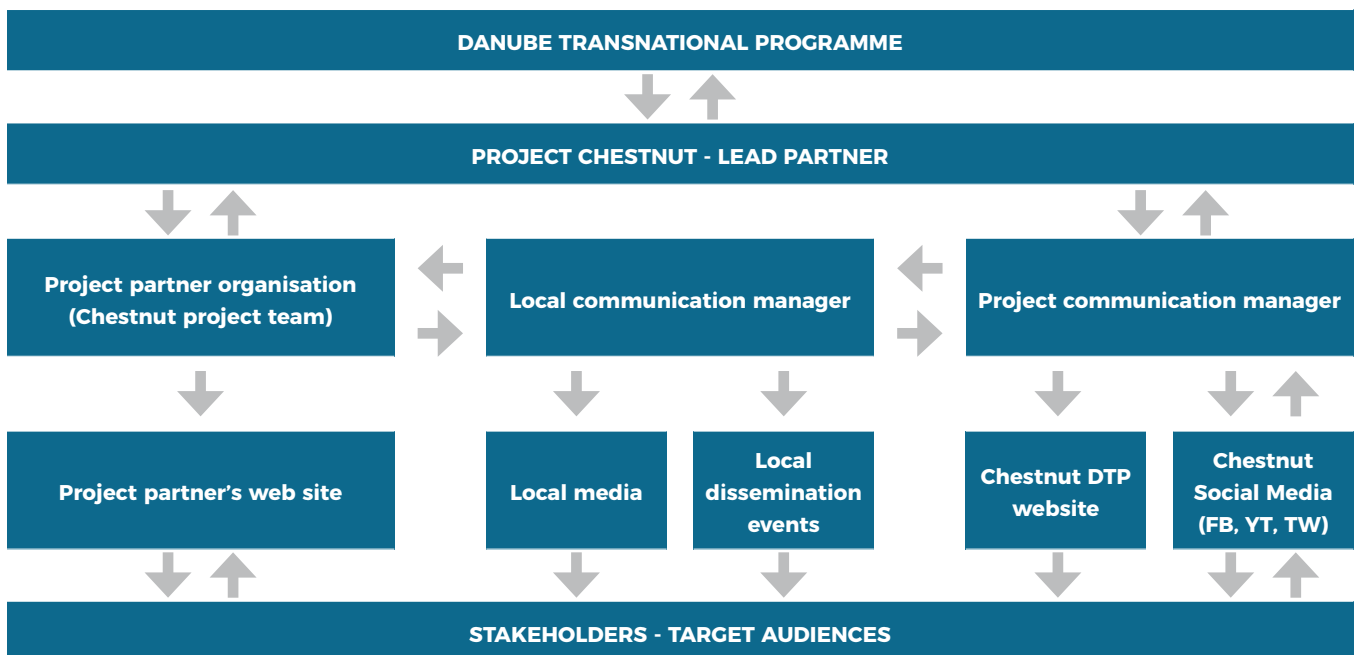
For all project communication team needs, a project Dropbox folder will be created. Access to the folder will be granted to all communication managers. In case of any changes contact ante.vekić@gmail.com to obtain access for any other user approved by the project team.

6. Communication Flowchart

Each partner organisation appoints a communication manager who is responsible for implementation of the Communication plan at the partner organisation level. Lead partner appoints Project Communication Manager who coordinates communication activities on the project level. All together they form Chestnut Project Communication Team.

Each project partner:

- Provides inputs to SMART Communication PLAN (SCP) presented at kick-off meeting by PCM
- Creates target groups & stakeholders DIRECTORY: names, functions, e-mail addresses of people concerned
- Sends national editions of 3 Newsletters
- Distributes leaflets
- Posts video on regional/national channels
- Affixes project poster (within 6 months)
- Organises press conferences and interviews on radios and TVs
- Sends timely informations and reports to Project Communication Manager



Each local communication manager coordinates local communication activities and sends timely information and/or articles, posts, tweets to Project Communication manager who refreshes the DTP website, manages social media profiles, engages stakeholders on social media, and reports to Lead Partner about all activities.

This is a recommendation for smooth communication. If the situation requires different routes of communication, project communication team will act accordingly and find most appropriate way of communication that will enable them to fulfill set goals.

List of communication managers in every partner organisation:

Organisation	Name and surname	Mail	Phone
LP MOV	Patricija Halilović	patricija.halilovic@velenje.si	+38638961617
PP1 RDC Koper	Tadej Žilič	tadej.zilic@rrc-kp.si	+38656637585
PP2 VUT	Ulrich Leth	ulrich.leth@tuwien.ac.at	+4315880123120
PP3 Mo WEIZ	Reinhard Gutl	reinhard.guetl@weiz.at	+433172231925
PP4 DCP9	Andrea Davidkova	andrea.davidkova@seznam.cz	+42604170044
PP5 ZUM	Bea Hikade	hikade.bea@zuglo.hu	+3618729219
PP6 DURA	Ante Vekić	ante.vekic@gmail.com	+38598566392
PP7 ZADRA	Anamaria Sorić	anamaria.soric@zadra.hr	+38523492885
PP8 PBN	Dan Martin	martin.dan@pbn.hu	+3694505003.
PP9 MoOS	Botond Fazakas	fazakas.botond@odorhei.ro	+40745894894
PP10 RDA CENTER	Lauretiu David	laurentiu.david@adrcentru.ro	+40358401276
PP11 MuDI	Tanya Georgieva	tanya.georgieva@dimitrovgrad.bg	+359898427323
IPA LIR EVOLUTION	Ognjenka Zrilić	ognjenka@lir.ba	+38751329750

7. Evaluation measures

The implementation of this plan will be monitored and evaluated annually. Project Communication Manager will collect feedback from each local Communication manager, collect planned data, assess the situation, and if needed plan to overcome the challenges and improve the respective activities during the next period.

Project Communication Manager will evaluate communication efforts by collecting annual target values for the following indicators:

Indicator	Target value		
	Year One	Year Two	Final (project start to project end)
1. Published articles on the CHESTNUT DTP web site	20	25	50
2. Organised transnational dissemination events	1	5	6
3. Organised local dissemination events	13	13	26
4. Created and distributed newsletters	1	2	3
5. Media appearances (articles in press, TV feature stories)	13	13	30
6. Published Facebook posts	60	80	160
7. Facebook page fans/followers	100	100	250
8. Published tweets	60	80	160
9. Twitter followers	100	100	250
10. Published video clips on YouTube channel	5	5	10
11. YouTube channel views	100	100	300
12. Printed and placed project posters	26	-	26
13. Printed leaflets	6000	-	6000
14. Distributed leaflets	2500	2500	6000
15. Produced/published video of project activities	-	-	1
16. Project information published on each partner web site (if applicable)	13	13	26
17. Visitors to each partners web site (total reach)	12.000	12.000	25.000

9. Communication Budget

Each partner covers its communication costs from the budget line Work Package 2: Communication activities: 299.987,10 EUR.

#	Partner	Amount (EUR)
LP	MOV	19.447,60
	Staff costs	7.724,00
	Office and administrative expenditures (15%)	1.143,60
	Travel and accommodation costs	3.080,00
	External expertise and services costs	7.600,00
PP1	RDC Koper	21.913,20
	Staff costs	9.368,00
	Office and administrative expenditures (15%)	1.405,20
	Travel and accommodation costs	1.540,00
	External expertise and services costs	9.600,00
PP2	VUT	24.750,50
	Staff costs	15.270,00
	Office and administrative expenditures (15%)	2.290,50
	Travel and accommodation costs	1.540,00
	External expertise and services costs	5.650,00
PP3	MoWeiz	25.671,00
	Staff costs	11.940,00
	Office and administrative expenditures (15%)	1.791,00
	Travel and accommodation costs	1.540,00
	External expertise and services costs	10.400,00

PP4	DCP9	20.422,80
	Staff costs	8.072,00
	Office and administrative expenditures (15%)	1.210,80
	Travel and accomodation costs	1.540,00
	External expertise and services costs	9.600,00

PP5	ZuM	19.338,20
	Staff costs	8.868,00
	Office and administrative expenditures (15%)	1.321,80
	Travel and accomodation costs	1.540,00
	External expertise and services costs	7.600,00

PP6	DURA	46.128,00
	Staff costs	14.120,00
	Office and administrative expenditures (15%)	2.118,00
	Travel and accomodation costs	1.540,00
	External expertise and services costs	28.350,00

PP7	ZADRA	16.927,60
	Staff costs	7.424,00
	Office and administrative expenditures (15%)	1.113,60
	Travel and accomodation costs	1.540,00
	External expertise and services costs	6.850,00

PP8	PBN	22.358,20
	Staff costs	8.868,00
	Office and administrative expenditures (15%)	1.330,20
	Travel and accomodation costs	2.310,00
	External expertise and services costs	9.850,00

PP9	MoOS	17.687,20
	Staff costs	6.128,00
	Office and administrative expenditures (15%)	919,20
	Travel and accommodation costs	1.540,00
	External expertise and services costs	9.100,00
PP10	RDA Center	22.738,20
	Staff costs	9.868,00
	Office and administrative expenditures (15%)	1.480,20
	Travel and accommodation costs	1.540,00
	External expertise and services costs	9.850,00
PP11	MuDI	20.422,80
	Staff costs	8.072,00
	Office and administrative expenditures (15%)	1.210,80
	Travel and accommodation costs	1.540,00
	External expertise and services costs	7.350,00
IPA PP1	LIR	22.178,20
	Staff costs	8.072,00
	Office and administrative expenditures (15%)	1.210,80
	Travel and accommodation costs	1.540,00
	External expertise and services costs	11.350,00
	TOTAL	299.987,10

A stream of cooperation

